

"OWN-A CORONA"



Weights but 6 Pounds

Easily
carried
in a
suit-
case.



"Small, but does a man's work."
In the Young Bldg.

Hawaiian News Co. Ltd.
Young Hotel Bldg.

Toyo Panamas

For Men, Women and Children.
K. UYEDA,
1028 Nuuanu St.

The Waterhouse Co. Ltd

Underwood Typewriters
Young Bldg.

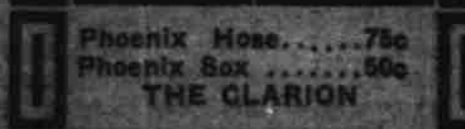
Sample Hats

Straws, \$2.25
Felts, \$2.75
THE IDEAL

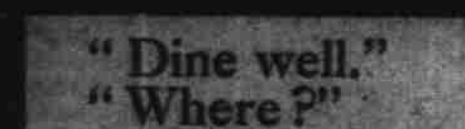
MELBA USES THE MASON & HAMILIN BERGSTROM MUSIC CO.



Phoenix House, 75c
Phoenix Box, 50c
THE CLARION



"Dine well."
"Where?"
"Sweet Shop."



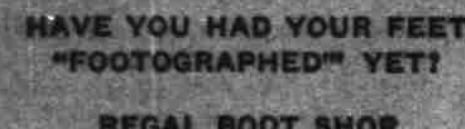
Jordan's
DRY GOODS
Fort St.



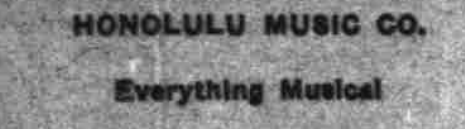
H. HACKFELD & CO.
Limited.
Commission Merchants.
HONOLULU



HAVE YOU HAD YOUR FEET
"FOOTGRAPHED" YET?
REGAL BOOT SHOP
Fort and Hotel Streets



HONOLULU MUSIC CO.
Everything Musical
Fort, next to the Clarion



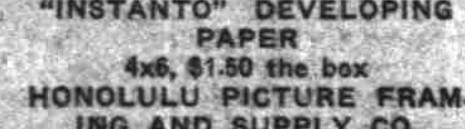
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The Best Home-Made Bread
in Town.
1125 Fort St. Phone 2124



Phone 1498
FRANK W. HUSTACE
Automobiles and Motorcycles
Repaired.
427 Queen St. near Judiciary
Building.



"INSTANTO" DEVELOPING
PAPER
4x5, \$1.50 the box
HONOLULU PICTURE FRAM-
ING AND SUPPLY CO.
Bethel St. near Hotel.



DOANE
Motor Trucks
E. W. ELLIS, sole agent, 18
Pantheon Building. Phone 3082



New Manila
Hats
HAWAII & SOUTH
SEAS CURIO CO.
Young Building



STAR-BULLETIN 75 CENTS PER MONTH

JAMES J. HILL SCORES SEAMEN'S
BILL; FAREWELL TO PACIFIC MAIL

San Francisco Waterfront Sor-
rows as Mongolia Starts on
Last Trip Under U. S. Flag

When it was announced that the Pacific Mail had sold its fleet of trans-Pacific ships, James J. Hill made the following comment: "A man who should the child hand and foot and then go to a doctor for some remedy that would enable it, still bound, to run and play like other children, would be thought a subject for the alienist. That is exactly the attitude of this government today toward the merchant marine. Sound business consideration, same economic judgment and true patriotism call for the entire emancipation of our shipping interests from the bonds that have held it moored and rotting in deserted waters."

SAN FRANCISCO, Aug. 26.—The God of Bad Luck did not accompany the sailing of the Pacific Mail liner Mongolia when it left this port yesterday on its last trip to the Orient under the flag of the old Pacific Mail Company. Through the activities of the Chinese crew aboard evil genius was most effectually frightened away and the liner given a grand send off from San Francisco.

The ceremonies accompanying the departure of the liner were prepared by the Chinese without the knowledge of Capt. Emery Rice and the other officers aboard. Charlie Whan, the head Chinese boy, acted as high priest and just before the Mongolia pulled away from the pier long poles, bearing 15-foot strings of firecrackers, were run out over the after rail and set off. The result resembled greatly a battle in Europe and if the God of Bad Luck happened to be perched on the trucks of the steamer he must have vacated mightily rapidly before the bombardment. At least twenty strings of crackers were set off and the firing continued until the Mongolia was far down the bay on its way to the Far East.

The greatest crowd that has ever made its way on to the Pacific Mail docks was on Pier 42 to see the Mongolia leave San Francisco for the last time and when the pride of the Pacific pulled out from the dock and headed for the Golden Gate the air was set ringing with the cries of farewell.

The Mongolia carried out the record list of passengers for the Pacific Mail Company, there being 275 persons occupying the first cabins, 100 in second class and 425 Asiatics in steerage. Fourteen thousand tons of cargo, the vessel's capacity, crammed the cargo holds and many tons of cotton and other products were left behind on the dock.

An unusually large number of Chinese were aboard the liner. China has declared a boycott against travel on Japanese ships and many of the natives of the Flowery Kingdom took advantage of the sailing of the Mongolia to return to China on the last American vessel.

The Mongolia also upset all trans-Pacific tradition by leaving on Wednesday. This is the first time that a big ship of the Oriental line has ever sailed from this port on any other day than Saturday.

Capt. Rice in Command. Capt. Emery Rice was in command of the Mongolia and every officer aboard was an American. All regretted that the oldest operative steamship line in the world, and the company which first ventured into the trans-Pacific trade, had been forced to retire from service because of destructive legislation.

With the final sailing of the Mongolia also came word of the sale of the last of the trans-Pacific liners of the Pacific Mail Company. The Persia, under command of Capt. John Hill, and which flies the British flag, was announced as being sold to the Toyo Kisen Kaisha Company for a sum ranging between \$550,000 and \$600,000. According to the information, the Persia, which will arrive here Monday, is to be used in the Oriental trade. Upon its sailing September 15 it may never again be seen in this port.

The Peru, at present engaged in the Central American trade, will be used to return the Oriental crews to the Far East and to bring the employees of the Pacific Mail Company back to this country.

The company also announced a 60 per cent cut yesterday in all of its local office forces. The remainder, with the higher officials of the company, will be retained in service for the Central American trade. The Oriental boats, as rapidly as they arrive and discharge, will be turned over to the Atlantic Transportation Company. The Korea will be the first to go East and the Siberia will follow.

SCHOOL OPENS
THE 13TH; GET
SUPPLIES EARLY

You'll have fewer worries on the opening of school if the kiddies' books and supplies are purchased early. At Arleigh's, on Hotel street, there are the textbooks and reference works you'll need to buy; and all the writing materials, composition books, drawing and painting supplies, etc., etc., necessary for school work. Teachers' school necessities, too.—adv.

U. S. WILL 'CONTINUE SERENELY
TO PREACH' BUT TAKE NO SIDES

Fates of Nations Hang in Balance, But America Will Stay Neutral, Says Chinese

PEKING, China.—Some interesting Chinese views as to American interest in the Far East appear in a book written by J. Wong Quinzer under the title "The Great World War From the Chinese Standpoint."

The author's father was, while adopted by the famous British general, Charles George Gordon, known as "Chinese Gordon," while he was in command of the "Ever-Victorious Army" which, in 33 rapid engagements, quelled the Taiping rebellion in 1863.

"We decide ourselves," says the writer, "if we are led to expect any substantial assistance from the United States of America."

"For all practical purposes America will remain a negligible factor in the Far Eastern question as we have it today. Until some radical change is brought about in the Far Eastern situation she will continue to fill the honorable role of a mild upholder of universal peace and good will among nations, and it is difficult to blame her for it. We have seen that the position of America in world politics is essentially a defensive one; so long as she herself is not unduly threatened, so long as she obtains free play for her commercial enterprise, she sees no reason to meddle seriously with the affairs of other nations."

"America has no inordinate ambition for colonial expansion, so we are not in a position to offer her anything which can induce her to undertake our perils and share our burdens. No doubt can be entertained about the sincerity of America's good will towards China; but good will alone is a factor which counts for little in international diplomacy, as we know it. However, it is conceivable that the Japanese menace in the Pacific may, in the near future, become increasingly pressing, and when it is too late to interfere the United States may have reason to regret her past inaction. America could well have intervened in Korea; again she was presented with an opportunity to check Japanese designs in Manchuria; and now for the third time her interference is virtually invited, but it is feared that she will continue serenely to preach, while the fate of great nations in two hemispheres hangs in the balance."

NAVAL LOSSES OF YEAR AND
LIST OF WAR VESSELS SUNK

GREAT BRITAIN
Battleships—Audacious (23,000 tons), Bulwark (15,000 tons), Formidable (15,000 tons), Irresistible (15,000 tons), Ocean (15,000 tons), Superb (15,000 tons), Collingwood (15,000 tons), Triumph (12,000 tons), Majestic (11,500 tons), Agamemnon (10,750 tons).
Cruisers—Amphion, Pathfinder, Pegasus, Aboukir, Orestes, Hogue, Hawke, Hermes, Good Hope, Monmouth, Patriot, Warrior.
Gunboats—Speedy, Niger.
Destroyers—Recruit, Maori.
Submarines—E-3, D-5, E-15, unknown vessel.
Auxiliary cruisers—Oceanic, Rohilla, Vikner, Clan McNaughton, Baynes.
GERMANY
Battleships—Pommern (13,200 tons), Schlesien (13,200 tons), Koln, Mainz, Ariadne, Hela, Yorck, Cormoran, Geier, Emden, Friedrich Karl, Goeben, Scharnhorst, Nurnberg, Leipzig, Koeningberg, Bluecher, Gazelle, Dresden.
Gunboats—Noeye, Teintant, Hedwig von Wissmann, Vaterland, Kommet, Tiger, Ita, Jaguar, Luchs.
Destroyers—Y-127, S-126, S-119, S-118, S-117, S-116, S-90, Taku, S-124.
Submarines—U-15, U-38, U-4, U-2, U-12, U-120, three unknown.
Torpedo boats—Two unknown.
Auxiliary cruisers—Koenigsm Luise, K. Wilhelm der Grosse, Spruewald, Cap Trafalgar, Bethania, Iolo, Rhios, Soden, Markomannia, Graecia, Ophelia, Ruhia, Berlin, Karnak, Locksun.
HOLGER, PRINZ SITEL FRIEDRICH, KRON-PRINZ WILHELM, MACEDONIA.
FRANCE
Battleships—Bouvet, Courbet, Coligny, Jean Gambetta.
Cruisers—Zaire.
Destroyers—Mousquet, Dague.
Submarines—Curie, Saphir, unknown.
Torpedo boats—347, 338, unknown.
RUSSIA
Cruisers—Pallada, Jemchug.
Gunboats—Kubants, Donets.
Auxiliary cruisers—Prut.
JAPAN
Cruisers—Takachio.
Destroyers—Shiratsuyu.
Submarines—30.
ITALY
Cruisers—Amalfi, Giuseppe Garibaldi.
Destroyers—Turbin.
Submarines—Medusa.
AUSTRIA
Cruisers—Zenta, Kaiserin Elisabeth.
Gunboats—Temes.
Submarines—Unknown.
TURKEY
Battleships—Messudieh (10,000 tons).
Cruisers—Maidulien.
Gunboats—Dursak Reis.
Submarines—Two unknown.
TOTAL TONNAGE
For Entente Allies 376,770
For Teutonic Allies 224,748
Saying, "The Russians are done. God help us all," David T. Arnett of Hindstead, England, committed suicide.

"That which you see all the time, you never see at all." Haven't you suddenly noticed in your home something which had been there all the time but which you had never sensed before? How many buttons are there on your coat sleeve? If you are like most people, you will have to count them, even if you have worn the coat for months.

Many a time men have sat at their desks day in and day out, continually looking at a certain calendar in front of them. Yet, when asked: "What concern does that calendar advertise?" they do not know. The first impression when they first saw it was about the only one their minds received. After that, even though they looked at it every day, they saw only what they sought to see—that is, the date.

Almanacs and novelties of all kinds have been put around from house to house in an effort to advertise to the housewife. Like other media of this kind, these usually give but one message which a newspaper ad could give at much less cost per person reached. The reason an advertiser is willing to pay more for the novelty is because of the false theory that a novelty keeps giving forth its message continually and repetitively.

The fresh appeal of the newspaper is worth more than any monotonous permanence. A big cereal manufacturer expresses this point as follows: "The one big advantage possessed by a newspaper—which I shall call 'varied continuity'—is the thing that appeals to me more than anything else. To illustrate: A salesman would get the best results by varying his appeal—sometimes by a visit when his business was not mentioned; another time when price would be discussed in detail—and the order secured."

"The schedule—made up to include 'all type' copy, text with illustration and sometimes only a picture—gets attention all along the line, and, if kept up, will be sure to have its effect."

"This is an age of living and learning. It is not enough to tell the American housewife that you have something to sell to her; you must tell her what it is, how it is made, how packed and what advantages it possesses for her over products supposed to be similar."

"As far as we are concerned, I am sure we can obtain better results and a larger share of permanent, satisfied customers, by telling our story in a series of newspaper advertisements. Of course, we do not reach every one; there is a waste in some of the circulation we buy, our claims are doubted by a certain percentage of newspaper readers, and some people do not see our advertisements at all. The law of average, however, is a safe one to follow."

WAR CONTINUES
The Royal Toggery, 152-154 Hotel
Street, continues unmerciful war
on the remainder of the
Bell Clothing Co.'s Stock

for one more week, when hostilities will be suspended, peace declared and the field cleared of its destruction.

There are only left a few more hats at 50c
Boys' Hats are going at 15c and 25c
Sailor Caps are going at 25c and 50c
Linen Collars, men and boys' sizes, any style 15c doz.
Neckties, any style 25c per doz.
Blue Denim Pants, "Boss of Road" 50c each
Jumpers, "Boss of Road" 40c each
Blue Denim Pants, boys' 35c each
Etc., Etc., Etc.

Give us a call during this week or you will miss a great chance to buy things you need—at a very low price.

The Royal Toggery

Hotel Street at Bishop Street

SPECIAL
Crystal Soaps

Crystal Special Swiss Rose Transparent 6 1-2 oz.
Crystal Special Swiss Violet Transparent Cake 15c
Crystal Special Corylopolis 2 for 25c
Crystal Special Sterling Peroxide Bath \$1.25 a
(Contains zinc peroxide)
Crystal Special Pure Coconut Castile Dozen
(For hard waters)

For sale by
Hollister Drug Co., Ltd.,
Established 1879
Fort Street near Hotel
Phone 1848

You Can Use Roll
Film in Your Graflex

if you have one of the new Roll Holders. This new holder comes in all sizes. Prices as follows:

2 1/4 x 3 1/4 \$6.00
3 1/4 x 4 1/4 7.00
3A 8.00
4x5 8.00
5x7 9.00

Honolulu Photo Supply Co.,
"Everything Photographic"

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We attend to Checking and Sealing of
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on all outgoing steamers without inconvenience to passengers.

We also make a specialty of Furniture Moving.

Union-Pacific Transfer Company, Ltd.,

U. S. Mail Carriers.
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Hustace-Peck Co., Ltd.
ALL KINDS OF ROCK AND SAND FOR CONCRETE WORK
FIREWOOD AND COAL
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STAR-BULLETIN 75 CENTS PER MONTH